

Historic, Archive Document

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CITRUS PRICE LIST

Effective November 1, 1952
(Prices subject to change without notice)

STOCKS USED: Rough Lemon, Sour Orange, Sweet Orange, and Cleopatra.

STANDARD VARIETIES

ORANGES: Hamlin, Parson Brown, Jaffa, Pineapple, Valencia, Lue Gim Gong, Surprise Navel.

GRAPEFRUIT: Duncan, Marsh Seedless, Thompson Pink, Red Seedless.

PRICES

CALIPER SIZE	100 OR MORE TREES	10-99 TREES	1-9 TREES
1/2"	\$1.00	\$1.10	\$1.20
5/8"	1.10	1.20	1.30
3/4"	1.25	1.35	1.45
7/8"	1.30	1.40	1.50
1" or over	1.40	1.50	1.60

FANCY VARIETIES

Dancy Tangerine
Temple Orange
King Orange
Satsuma Orange

Clementine Orange
Orlando Tangelo
Minneola Tangelo
Seminole Tangelo
Calamondin

Persian Lime
Avon Lemon
Meyer Lemon
Ponderosa Lemon

PRICES

CALIPER SIZE	100 OR MORE TREES	10-99 TREES	1-9 TREES
1/2"	\$1.10	\$1.20	\$1.30
5/8"	1.20	1.30	1.40
3/4"	1.35	1.45	1.55
7/8"	1.40	1.50	1.60
1" or over	1.50	1.60	1.70

SELECTED TREES FOR YARD & LANDSCAPING

Any of the above varieties especially selected for symmetry and appearance and trimmed with bushy tops at \$2.00 each. In addition we have Nagami Kumquat trees at \$2.00 each.

DELIVERY

All prices shown are F.O.B. our nursery, Avon Park; however, truck delivery of orders of 500 or more trees are made without charge. Orders of smaller size can be delivered at a cost of 15c per mile, computed on one-way mileage—minimum charge of \$5.00. Small orders may be shipped express, delivery charges collect. A packing charge of \$1.00 will be made on express orders.

TERMS

TREES RESERVED BY PAYING 30c PER TREE DOWN, BALANCE WHEN TREES ARE DELIVERED

WARD'S NURSERY

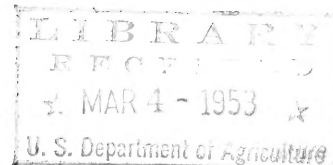
PHONES:
DAY 400
NIGHT 59-M — 314-R

BOX 177
AVON PARK, FLORIDA

WARD'S NURSERY

AVON PARK, FLORIDA

January, 1953



Dear Customer:

It now looks as if 1953 will be a banner year for the Florida Citrus Grower. Fruit prices are advancing and predictions are being made freely of better prices to come. The optimism is being reflected in the amount of orders we are receiving for Spring planting--already we have sold out of Valencia and Pineapple trees on rough lemon root.

The demand is still greatest for oranges for concentrating and for Red Grapefruit; however, white grapefruit seems to be making a comeback and there is appreciable planting of Temples and tangelos. Although we have temporarily sold out of Valencias and Pineapples on rough lemon stock we do have both on Cleopatra, sweet orange, and sour orange. It should be pointed out that the USDA is recommending Pineapples on either sweet orange or Cleo stocks as giving a higher quality fruit desired by concentrators.

If you are contemplating planting this Spring, you should make your plans now and place your order immediately. For your convenience we are summarizing below the varieties we have available as of this date:

<u>Rough Lemon</u>	<u>Cleopatra</u>	<u>Sweet Orange</u>	<u>Sour Orange</u>
Parson Brown	Parson Brown	Pineapple	Parson Brown
Duncan Gft.	Hamlin	Valencia	Hamlin
Marsh Gft.	Pineapple	Temple	Pineapple
Red Gft.	Valencia	Duncan Gft.	Valencia
	Marsh Gft.	Thompson Gft.	Temple
	Red Gft.	Meyer Lemon	Orlando
	Calamondin	Surprise Navel	Minneola
			Seminole
			Tangerine
			King
			Navel
			Duncan
			Marsh Gft.
			Thompson Gft.
			Red Gft.

We are also enclosing a copy of our current price list. We invite you to compare our prices with those of other reputable nurseries.

The State Plant Board has now set up the Budwood Certification Program. We have applied for registration of several "parent" trees and shall be one of the first nurseries to offer Registered Nursery Stock; however, let us point out once again that it will be at least 4 years before we shall have such stock to offer you. We have adopted several features of the program in our regular nursery operations and have had the aid of the State Plant Board and the USDA in selecting trees for budwood use. We shall continue to improve our regular operations wherever possible in our efforts to offer truly superior citrus stock.

Sincerely yours,

NEW TELEPHONE NUMBERS:
DAY 400
NIGHT 59-M - 314-R

W. F. Ward, Proprietor
WARD'S NURSERY

WARD'S NURSERY

P. O. BOX 177

Avon Park, Florida

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